

Message Text

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47

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 042033

P R 101320Z SEP 75
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 5621
USIA WASHDC

UNCLAS STOCKHOLM 4523
FOR BIC/OIM AND BIC/OED

USIA FOR ICS/DS - R E BURNS

E.O. 11652: N/A

TAGS: BEXP, BTRA, SW

SUBJECT: VISIT OF ERIC BERGSTEN, SWEDISH TV PERSONALITY

1. EMBASSY HAS BEEN IN CONTACT WITH ERIK BERGSTEN, A WELL-
KNOWN SWEDISH TV PERSONALITY, WHO PRODUCES TEKNISKT MAGASIN,
A POPULAR REGULAR TV PROGRAM FEATURING NEW PRODUCTS AND
TECHNOLOGY. BERGSTEN IS TRAVELING TO THE US SOON WITH
A FILM AND SOUND CREW AND PLANS TO FILM MATERIAL FOR A
NUMBER OF HIS SHOWS. HE HAS REQUESTED THE ASSISTANCE OF
USIS AND THE EMBASSY
COMMERCIAL SECTION IN FACILITATING
CONTACTS WITH US GOVERNMENT AGENCIES, UNIVERSITIES AND
FIRMS. BERGSTEN HAS ALSO WRITTEN TO MR. DAVE BURNS OF

USIA/WASHINGTON REGARDING HIS PLANS.

2. BERGSTEN'S PROGRAM OBVIOUSLY OFFERS AN EXCELLENT VEHICLE
TO PROMOTE US TECHNOLOGY AND PRODUCTS HERE IN SWEDEN. THE
EMBASSY WOULD THEREFORE APPRECIATE IT IF THE DEPARTMENT
WOULD RENDER ALL POSSIBLE ASSISTANCE TO BERGSTEN AND TO
COORDINATE SUCH ASSISTANCE WITH USIA.

3. BERGSTEN, WHO MADE A SIMILAR TRIP TO THE US IN 1971,
AND HIS CREW WILL BE ARRIVING IN NEW YORK ON OCTOBER 15
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AND WILL STAY IN THE US UNTIL NOVEMBER 11. HE WOULD LIKE

OUR ASSISTANCE IN DETERMINING THE INTEREST OF A NUMBER
OF FIRMS IN HAVING THEIR PRODUCTS
AND/OR RESEARCH PRESENT-
ED ON SWEDISH TV. SPECIFICALLY HE WOULD LIKE IN EACH INSTANCE
THE NAME OF A COMPANY OFFICER WITH THE AUTHORITY TO DEAL
WITH HIM, AS WELL AS A CORRESPONDING ADDRESS, TELEPHONE
NUMBER AND TELEX NUMBER.

4. THE FIRMS ARE:

A) RUSCO ELECTRONIC SYSTEMS (PASADENA, CA.) - NEW
LOCKING SYSTEM EMPLOYING FOR INSTANCE ID-CARD KEY.

B) MOTOROLA AND NATIONAL SEMICONDUCTORS - LATEST
GENERATION OF LARGE SCALE INTEGRATED CIRCUITS (LSI).

C) BELL TELEPHONE (NEW JERSEY) - MILLIMETER WAVEGUIDES
FOR TELEPHONE TRAFFIC AND DATA TRANSFER.

D) NOVAR ELECTRONICS (BARBETON, OHIO, MR. JAMES H.
OTT) - PERSONAL IDENTIFICATION THROUGH MEASUREMENT OF
BODILY VIBRATIONS.

E) SKIATRON ELECTRONIC & TELEVISION CORP. (NEW YORK)
- COMPUTER CONTROLLED PAY TV WITH AUTOMATIC AUDIENCE
RESEARCH.

F) GRAVI-MECHANICS (UNDER LICENSE FROM NASA) - AGRI-
CULTURAL RESEARCH UNDER REDUCED GRAVITATION.

G) MOBIL OIL - SOLAR CELL DEVELOPMENT

H) CELANESE TOBACCO - SYNTHETIC CIGARETTES.

I) PRATT & WHITNEY - 25 MEGAWATT FUEL CELLS.

J) THRESHOLD TECHNOLOGY INC. (THOMAS B. MARTIN AND
MARVIN HERSCHER) - COMPUTERS THAT CAN BE PROGRAMMED
BY HUMAN SPEECH.

5. BERGSTEN WISHES TO LAY OUT HIS COMPLETE SCHEDULE ASAP
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AND WOULD THEREFORE APPRECIATE RESPONSE WITHIN A WEEK OR
SO. STRAUSSZ-HUPE

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